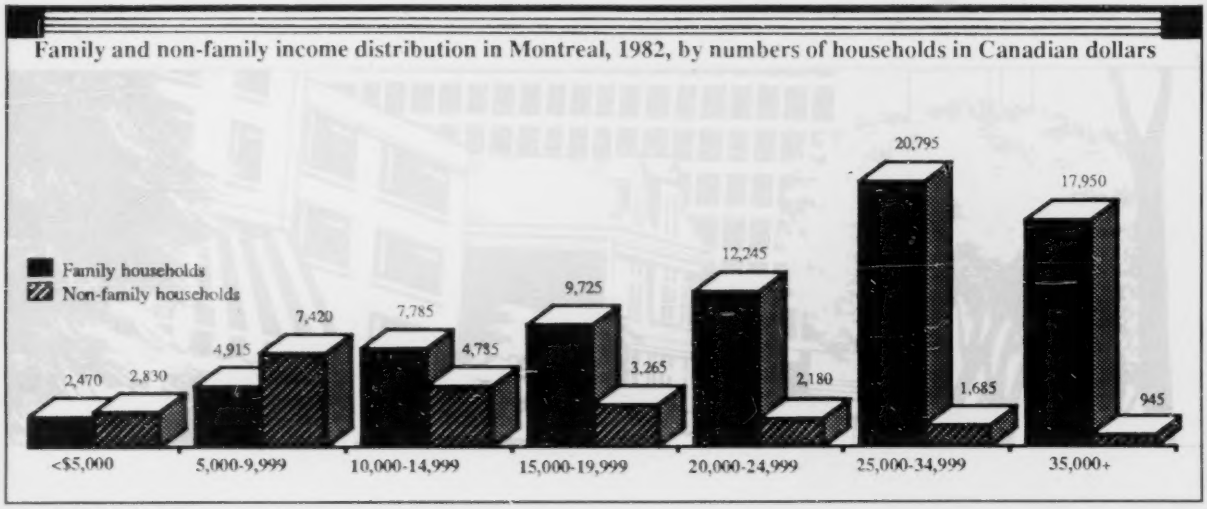
CONSUMER TRENDS AND MARKETS ABROAD
OCTOBER 1986 VOLUME 5, NUMBER 10

International Demographics



Source: Statistics Canada

AREA PROFILE

The Metro Area of Montreal

Montreal is a city where young men still give up their seats on the subway to older women. One of the most civilized and cosmopolitan of North American cities, it is the second largest city in Canada and the largest French-speaking city.

Of the 2.8 million people who lived there at census time in 1981, 45 percent chose both French and English as their official language, 41 percent chose French, and 1 percent used some other language. Fully 68 percent of Montreal residents said their mother tongue is French, and 68 percent also said they speak French at home. In Canada, 61 percent of the population claims English as its mother tongue, but in the province of Quebec, only 11 percent say English is their mother tongue.

The importance of bilingualism to the business culture of Montreal cannot be overemphasized. In the last decade, French-Canadians have taken an increasingly stronger role in business. The new generation of French-Canadians--baby boomers who have used education as a stepping-stone into business--are entrepreneurs who are aggressively moving into prominent roles in government and business. The group of 25-to-34-year-old French-Canadians are the first generation to assume a leadership role in business. Their move up the ladder has contributed in large measure to a lessening of tensions between the English and the French.

Upper-middle-class suburbs that as little as 10 years ago had only 10 percent of their residents who were of French-Canadian descent now have as many as 50 to 60 percent of their residents who are French-Canadians, but the economic status of the suburbs hasn't changed. What has changed is that more French-Canadians are gaining access to the middle and upper classes that live in the city.

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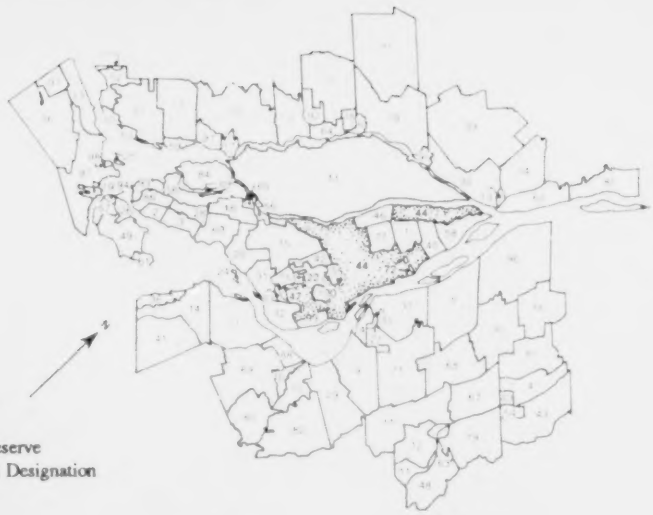
THIS MONTH: MONTREAL

The Metropolitan Area of Montreal



Key:

V-Town
VL-Village
C-City
R-Indian Reserve
SD-Without Designation
P-Parish

1. Anjou, V
2. Baie-d'Urfe, V
3. Beaconsfield, C
4. Beloeil, V
5. Blainville, V
6. Bois-des-Filion, V
7. Boisbriand, V
8. Boucherville, V
9. Brossard, V
10. Candiac, V
11. Carignan, V
12. Chambly, V
13. Charlemagne, V
14. Chateauguay, V
15. Cote-Saint-Luc, C
16. Delson, V
17. Deux-Montagnes, C
18. Dollard-des-Ormeaux, V
19. Dorion, V
20. Dorval, C
21. Greenfield Park, V
22. Hampstead, V
23. Hudson, V
24. Ile Dorval, V
25. Ile-Cadieux, V
26. Ile-Perrot, V
27. Kahnawake 14, R
28. Kirkland, V
29. La Prairie, V
30. Lachenaie, V
31. Lachine, V
32. Lasalle, C
33. Laval, V
34. Le Gardeur, V
35. Lemoyne, V
36. Lery, V
37. Longueuil, V
38. Lorraine, V
39. Mascouche, V
40. McMasterville, VL
41. Mercier, V
42. Mont-Royal, V
43. Mont-Saint-Hilaire, V
44. Montreal, V
45. Montreal-Est, V
46. Montreal-Nord, V
47. Montreal-Ouest, V
48. Notre-Dame-de-Bon-Secours, P
49. Notre-Dame-de-l'Ile-Perrot, P
50. Oka, P
51. Oka, SD
52. Oka-sur-le-Lac, V
53. Otterburn Park, V
54. Outremont, V
56. Pierrefonds, V
57. Pincourt, V
58. Pointe-aux-Trembles, V
59. Pointe-Calumet, VL
60. Pointe-Claire, V
61. Pointe-du-Moulin, V
62. Repentigny, V
63. Richelieu, V
64. Rosemere, V
65. Roxboro, V
66. Saint-Amable, P
67. Saint-Basile-le-Grand, V
68. Saint-Bruno-de-Montarville, V
69. Saint-Constant, V
70. Saint-Eustache, V
71. Saint-Hubert, V
72. Saint-Jean-de-Dieu, P
73. Saint-Joseph-du-Lac, P
74. Saint-Lambert, V
75. Saint-Laurent, V
76. Saint-Lazare, P
77. Saint-Leonard, V
78. Saint-Louis-de-Terrebonne, P
79. Saint-Mathias, P
80. Saint-Mathieu, SD
81. Saint-Mathieu-de-Beloeil, P
82. Saint-Philippe, P
83. Saint-Pierre, V
84. Saint-Raphael-de-l'Ile-Bizard, P
85. Saint-Sulpice, P
86. Sainte-Anne-de-Bellevue, V
87. Sainte-Anne-des-Plaines, P
88. Sainte-Catherine, V
89. Sainte-Genevieve, V
90. Sainte-Julie, V
91. Sainte-Marthe-sur-le-Lac, V
92. Sainte-Therese, V
93. Senneville, VL
94. Terrasse-Vaudreuil, SD
95. Terrebonne, V
96. Varennes, V
97. Vaudreuil, V
98. Vaudreuil-sur-le-Lac, VL
99. Verdun, C
100. Westmount, C

Source: Statistics Canada

English-speaking businesspeople who traditionally carried all the power in Montreal seem to harbor little resentment. A baby boomer of English descent who manages real estate in the city told us, "I conduct about 75 percent of my business deals in French even though my business contacts all speak English. If I speak French, I know if I am misunderstanding something. If we deal in English, I don't know if someone else is misunderstanding."

While the children of new immigrants to Montreal are required to attend French schools, there is little doubt that most residents of Montreal willingly learn two languages. From hotel housekeepers to bank tellers, from bus drivers to retailers, service employees switch between the two languages with little hesitation, depending on the preferences of the person being served.

United States' firms should assume that all representatives who are sent to Montreal--and for that matter, anywhere in Quebec Province--should be fluent in both French and English. It is simply the most courteous approach to doing business there.

Montreal is located on an island some 30 miles long and seven miles wide at the junction of the St. Lawrence and Ottawa Rivers. The city's average altitude is only 63 feet so that Mount Royal, for which it is named, is prominent at a height of 765 feet above sea level. Although much of the mountain area is devoted to parkland, the cities of Westmount and Outremount are well-to-do areas on Mount Royal's higher slopes. The land area of the metropolitan area is 2,814 square kilometers. Its 2,828,349 people create a population density of 1,004.9 persons per square kilometer.

Montreal has 665 census tracts. The Metropolitan Atlas Series on Montreal (ordering information under sources) provides a graphic analysis of the demographic characteristics of each census tract. Printed volumes provide the actual numbers. In general, the eastern

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portions of the census metropolitan area are French-speaking and the western areas are English-speaking, although as mentioned earlier, some middle-class areas that were formerly English are becoming more integrated.

Since 1870, the urbanized area has pushed out the borders of the city proper. Even though many suburbs have been annexed, the census metropolitan area now includes about 100 different municipalities. The largest of these in 1981 were Montreal-Nord, 94,914; Saint-Leonard, 79,429; La Salle, 76,299; and Saint-Laurent, 65,900, located on the same island as the city proper. North of the principal island are Laval with 268,335 residents and Repentigny, 34,419. Principal suburbs south of the city are Longueuil with 124, 320 residents and Saint-Hubert with 60,573.

While Montreal maintains its place as the second-largest city in Canada, tensions created by the French Separatist Movement partly caused it to be one of the slowest-growing cities between 1976 and 1981. Of Canadian metropolitan areas, only Sudbury, Windsor, and St. Catherines-Niagara grew less quickly than Montreal. Another factor influencing its slow growth was a 9.3 percent decline in population in the central city. At the same time, growth in the suburbs of the metropolitan area increased, giving it a net overall growth for the period. Two hundred thirteen census tracts, many on the outskirts of Montreal, had a net gain in population of from 20 percent to 219 percent, while some 452 tracts, most in the inner city, lost as much as 48 percent of their population.

New census figures for Montreal from the June 3, 1986 census are expected to be available this month. Preliminary results show that the decline in central city Montreal has stabilized and that gentrification of the city may mean growth once again. To obtain updated information on Montreal, call the number given at the end of this profile after October 1. Updates will appear in *International Demographics* as soon as they are available.

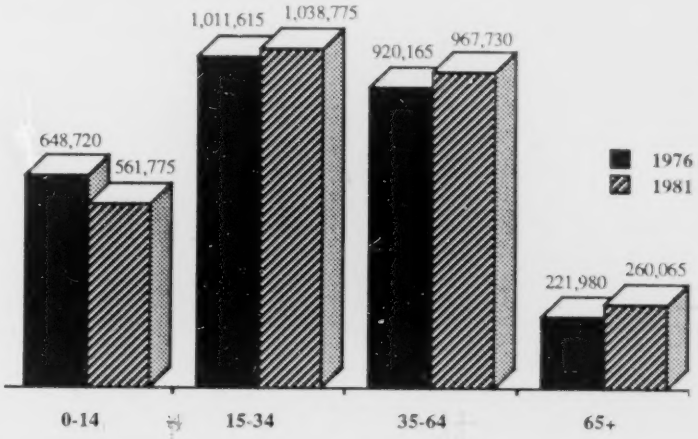
AGE DISTRIBUTION

While 7. 3 percent of the Canadian population in general is aged 0 to 5, only 6.5 percent of the population in Montreal is that age, not an unusual situation in a large city with high migration rates. Only 22. 5 percent of Montreal's population is aged 5 to 19 while the proportion in Canada as a whole is 24.7 percent. Nearly 62 percent of the Montreal population falls between the ages of 20 and 64--the prime working ages. In Canada as a whole, 58 percent of the population is within the primary working ages. Montreal's elderly--age 65 plus--have nearly equal shares in the city and the nation with 9.2 percent in Montreal and 9.7 percent in Canada.

Montreal's population reflects the effects of Canada's post-war baby boom. In 1981, the two largest 10-year age groups were the 15-to-24-year-olds and the 25-to-34-year-olds. Of the 2.8 million people in Montreal, 37 percent were in this group. This is the group that in the United States is most likely to be considered in the yuppie category--young, upwardly mobile, urban professionals. There are more than a million people in that group in Montreal. One result is a cadre of stylish restaurants, a varied nightlife, a keen interest in fashion, and a city that is changing to meet the varied tastes of its occupants.

The Canadian baby boom peaked in 1959 when the crude birthrate was 27.4 births per 1,000 people. By 1978, it had declined to 15.3 and it has remained at that level. Although Montreal is 79 percent Roman Catholic, it does not have the high fertility levels often associated

Population of the Census Metropolitan Area of Montreal by age, 1976 and 1981



Population of the Census Metropolitan Area of Montreal by age and sex, 1981

age group	*both sexes*	*females*	*males*
0-4	183,040	94,005	89,035
5-9	177,205	90,740	86,465
10-14	201,530	103,130	98,400
15-19	256,290	130,085	126,205
20-24	283,320	140,745	142,575
25-34*	499,170	245,690	253,480
35-44*	380,700	187,130	193,570
45-54*	326,195	160,050	166,145
55-64*	260,835	120,855	139,980
65-69	96,125	41,300	54,825
70+	163,940	59,745	104,195
All ages	2,828,355	1,373,480	1,454,875

*10-year age groups Source: Statistics Canada

TIPS ON TRENDS

Europeans smoke less

The 1960s and 1970s saw more smoke rising in Europe. But since 1980, Europeans have been cutting back, according to a recent E.C. commission report. In 1982, Europeans bought about 480 billion cigarettes, down from the 500 billion they smoked only two years previous.

Consumption in the United Kingdom fell as much as 26 percent. However, in such countries as Greece, Denmark, Italy, and France, consumption continues to rise. Those aged 15 and over in Greece and Italy smoke over 2,600 cigarettes a year.

Two trends have emerged according to the report. Smoking remains predominantly a masculine vice. Only in the Netherlands, Ireland, and Denmark do women go one-for-one with men, with nearly half the smokers of these countries women. Filter-tipped cigarettes are rising in popularity--in 1982 over 80 percent of all cigarettes sold were filter-tipped. Again, only in the Netherlands, Denmark, and France did non-filters hold on, with 30 percent of sales filter-tipped.

Whose counting now? Population counts by satellite

Door-to-door census takers, watch out. Your jobs may already be on the line. In one more new application of earth photos taken from NASA satellites, University of Utah geographers used remote sensing maps to count people.

Kyun-Hung Han used Landsat images to calculate populations in South Korea's largest cities and several cities in North Korea. To test the reliability of population estimates based on satellite data, Han identified the boundary of a city--Inchon, South Korea, for example--using a Landsat map shot a few years previous. The satellite image shows the city as blue in the midst of surrounding red vegetation. Using census figures for the same year, Han found a correlation between the population and the area of the city--the population density.

Han then turned to a recent Landsat map of Inchon. Without consulting government census data, he estimated the growth of the city's population based on the increased size of the built-up area and the previously calculated density. Han compared his results with census counts and found his estimates to be about 95 percent accurate.

Han used the densities of South Korean cities shown in satellite pictures and applied them to cities in North Korea, which have fairly similiar population profiles. From his data, Han calculated population growth for North Korean cities.

These satellite techniques offer a chance to get much more accurate, up-to-date population counts at relatively low cost in hard-to-calculate areas, according to University of Utah geographers. The only thing holding back widespread use of satelitte images in population estimation is the lack of international awareness and acceptance of the technique and its reliability, accoring to the University of Utah news service.

Source: *University of Utah News*

with Catholic areas. In fact, in 1981, women in Quebec between the ages of 15 and 34-- the usual child-bearing ages--had the lowest fertility rates of women from any province in the entire country. The 1982-83 fertility rate in Quebec province was 1.6 children per woman. In Montreal the reported fertility rate was 2.2 children per woman. A report from Statistics Canada in 1983 commented that the only reason the birthrate in Quebec did not decline even further is that there is a high proportion of women between the ages of 15 and 40.

Writing in **Demolinguistic Situation in Canada, Past Trends and Future Prospects,** in 1982, Rejean Lachapelle and Jacques Henripin suggest one possible explanation:

"It might be advanced that as long as French Quebeckers lived in obedience to the dictates of their specific culture, they were led to have many children. This culture was strongly impregnated with Catholicism, gave little importance to schooling but a great deal to family life, and above all, gave little encouragement to those seeking social and financial success. As French Quebeckers opened their minds to a more modern concept of life, they may have been inspired to place new goals and new satisfactions above having children. Or the explanation may be even more prosaic: their recent access to material comfort may have changed them more radically than would have been the case with other groups who were better able to defend themselves and who were armed with a moral code based on something other than a discarded religion. "

Montrealers who were interviewed for this profile believe that the decreased influence of the Catholic Church on younger French-Canadians has a great deal to do with their interest in commerce--an interest not commonly held by their parents.

The fall in fertility among Quebec residents means that Quebec's population is losing share as a proportion of Canada's total population. In 1951, Quebec was nearly 30 percent of the total population. By 2001, according to Statistics Canada, it could be less than 25 percent.

Life expectancy at birth in Quebec in 1981 was 71 for men and 78.7 years for women. In Canada as a whole, it was 71.9 years for men and 78.9 years for women.

Although Montreal has the air of a city of immigrants, in fact, only 17 percent of the population was born outside of Canada. Sixty-three percent of those not born in Canada were born in Europe. The majority of the rest were born in Asian countries. The 1986 census will undoubtedly show a higher proportion of Asians

since Asian immigration to Canada has increased in the past five years.

As in most metropolitan areas, immigrants make their mark on the city, no matter what their origins. In Montreal, you can determine the latest wave of immigration by the types of new shops and restaurants along Sherbrooke St. from Saint Laurent Blvd. west to Bleury Ave. Older immigrants contributed Indian restaurants, Iranian rug shops, and Chinese food shops, while newer immigrants are establishing their own Vietnamese eateries.

HOUSEHOLDS AND FAMILIES

In Canada, a census family is persons living in the same dwelling who have a husband/wife, or parent/never-married child relationship. There were 742,320 census families in private households in Montreal in 1981. There were an average of 3.2 persons in a family and an average of 1.3 children per family that had children.

Among census families, 86 percent were husband-wife families. Fifty-four percent of the families--or about a half million--were husband-wife, with children. About 17 percent were childless couples. Of the 742,320 census families, nearly 14 percent were single-parent families. The vast majority were headed by women. Of the husband-wife families, 48 percent were dual-earner couples. Seventy-four percent of lone-parent families had a worker in the labor force.

There were 1,026,920 households in Montreal in 1981 with an average of 2.7 persons per household. Of these, 71 percent were census family households and 29 percent were nonfamily households. Nearly 24 percent of households had only a single person.

Montreal had a higher share of single-person households than either Quebec province or Canada as a whole. Canada had 20 percent of its households made up of only one person. In Quebec, only 19.6 percent of households were one person only. The vast majority of one-person households in Montreal were in the inner-city census tracts. There were 742,180 families living in private households. Of those families, 68 percent had children at home. Nearly 28 percent had only one child at home. Only 14 percent had three or more children at home.

HOUSING

There were 1,026,895 occupied dwellings in Montreal in 1981 with an average of 5 rooms each. Of those, 42 percent were owner-occupied. Of the more than a million dwellings, the majority were in some kind of multiple unit, much as in most large cities. Only 27 percent were single detached homes.

Montreal is not a city of high rise apartment buildings. Only 9 percent of occupied dwellings were in apartments of five stories or more, whereas 38 percent were in buildings of less than five stories. About 25 percent of occupied dwellings are in single attached housing or duplexes. In the downtown areas, new high-rise apartments are just beginning to appear. In the Old City, near the harbor, there is a Greenwich Village feeling as the new young white-collar workers from the financial district convert lofts and older warehouses into apartments. The suburbs built in the 1950s are primarily single-family dwellings.

More than half of the housing in Montreal was built in the last 20 years so, in general, housing is modern and in fairly good repair. More than 98 percent of housing has indoor plumbing and 87 percent has central heating. Montreal residents take pride in their buildings and keep them in good repair. In 1981, only 7 percent of occupied dwellings were judged to need major repairs, and only another 16 percent needed minor repairs. The average value of a dwelling in Montreal in 1981 was $66,338.

The average gross rent paid was $293 Canadian. Owners paid an average of $441 per month for their housing.

EDUCATION

The educational system in Montreal is tied to both religion and language.

Distribution of families by income group, in percent, 1982

Income group

(Canadian dollars)	*Percent*
Under $5,000	1.8
$5,000-11,999	9.3
$12,000-14,999	6.3
$15,000-17,999	6.9
$18,000-21,999	7.3
$22,000-24,999	6.3
$25,000-29,999	12.1
$30,000-34,999	10.7
$35,000+	39.2

Expenditure patterns for all households in Canadian dollars

$26,838--total household expenditures

20.3%---taxes
17.2%---shelter
15.8%---food
11.7%---clothing
10.2%---private transport.
4.8%---security
4.0%---recreation
3.9%---household operation
3.3%---tobacco, alcohol
3.1%---furnishings/equipment
2.6%---miscellaneous
1.9%---personal care
1.7%---health care
1.7%---charitable
1.4%---public transport.
0.8%---education
0.7%---reading materials

Appliance ownership in Montreal

Freezers		
1980		25%
1984		32%
Electric washing machines		
1980		78%
1984		75%
Clothes driers		
1980		56%
1984		60%
Air conditioners		
1984		15%
Color TVs (two or more)		
1980		10%
1984		17%
Autos	(one)	(two or more)
1980	56%	14%
1984	53%	13%

Source: Statistics Canada

Thus, four separate public school boards provide the bulk of the education. Students may enroll in a Catholic or a Protestant school where the majority of teaching is done in either English or French. Even in schools where English is used for most teaching intensive French courses are offered because in order to graduate students must demonstrate competency in French.

COMPARATIVELY SPEAKING

illustration by Diana Souza

Just over 18 percent of Montreal residents consider English their mother tongue, compared to 11 percent of Quebec residents and about 61 percent of all Canadians.

COMPARATIVELY SPEAKING

Of the 2.2 million people aged 15 and over in Montreal in 1981, only about 12 percent were still in school full-time. About a quarter of the population aged 15 and over had completed school only through grade 9. About half of them were still in school, so in actuality those who leave school before high school are probably only about 10 percent of the population.

The Montreal system of education is more like the European system in that there is less emphasis on a university education and more emphasis on trades. About 35 percent of the population finished their education with high school. Another 20 percent have education beyond high school but in some kind of non-university program. About 8 percent of the population aged 15 and over had attended university but not completed a degree, and only about 9 percent had earned a university degree.

Where Montrealers work

Managerial/professional	446,346
Clerical	356,920
Sales	173,382
Service	248,346
Primary occupation	17,351
Processing	287,999
Transportation	55,026
Material handling	87,396
Construction	64,444

Source: Statistics Canada

LABOR FORCE AND INCOME

About 71 percent of the population aged 15 and over that was not in school was in the labor force. The labor force was 41 percent women. Fifty-one percent of women aged 15 and older were in the work force.

While the occupations of men were fairly evenly distributed among a number of categories, the single largest occupational category for women was clerical work with 39 percent of the working women employed in those jobs. The next largest category for women was service occupations which employed 11 percent of them.

The largest employment category for men was still manufacturing where nearly 16 percent of them found employment. However, another 14 percent were employed in administrative and managerial jobs. The clerical, sales, and service categories each provided about another 10 percent of men with jobs.

Just as in developed nations all over the world, Montreal's economy relies heavily on service jobs. In 1981, about a half million--or about a third--of jobs were in commerce, business, and personal service, followed by manufacturing with about 25 percent, or 337,000 jobs, and trade with nearly a quarter million.

The median income for men in 1980 was $15,182. For women it was $7,012. However, employed men and women had higher medians: $16,015 for men and $9,324 for women. (All income figures are in Canadian dollars.) Median family income in 1980 was $24,179, while median household income was lower at $20,771.

CONSUMPTION

Montreal is a cosmopolitan city with many exciting ethnic restaurants and a fairly high percentage of one-person households. The 1984 survey *Family Food Expenditure in Canada--Selected Cities* found that in Montreal an average family of 2.57 persons spent $84.19 (Canadian) on food and that 27 percent of it was on restaurant and snack food. In Ottawa, by contrast, 34 percent of the average family's food dollar was spent in restaurants. In Toronto, 29 percent of the food dollar went for restaurants and snack foods. West Coast cities held up their end of restaurant dining as well. In Vancouver 31 percent of the food dollar went to eating out. Montreal was about in line with the rest of its own province. Quebeckers spent about 29 percent of their food dollar for food outside the home as well.

Of the 27 percent of their food dollar that Montrealers spent for eating out, 49 percent went to dinners, 36 percent to lunches, and only 6 percent to breakfast. Between-meal snacks took up nearly 9 percent of the family's eating-out dollar.

Outdoor cafes and coffee shops abound in Montreal as the residents try to take advantage of the summer months. At any time of the day, coffee shops--the A.L. Van Houtte chain, in particular--host small groups of retirees and office workers, couples meeting after work, and

students, who sip espresso from tiny cups or tea from giant cups, and munch on croissants and Danish. The European tradition of long leisurely hours over food is much more prevalent in Montreal than in large U. S. cities.

SOURCES

Statistics Canada has printed reports with data reported by 665 census tracts in Montreal. One of the most important is Catalogue No. 99-920, the Montreal edition of the Metropolitan Atlas Series which portrays data at the census tract level. The tabular bulletins that provide the actual numbers supporting the graphic displays are 95-918 and 95-959.

The *Metropolitan Atlas Series-Montreal* and volume 95-918 each cost $8.50 inside Canada and $10.20 outside Canada. Volume 95-959 costs $24 in Canada and $28.80 outside. These three volumes will provide you with considerable detail, census tract by census tract, and are probably sufficient for desk research on Montreal.

Family Food Expenditure in Canada (Catalogue 62-554) costs $11.10 in Canada and $13.30 outside.

Additional information on Montreal (and updated numbers after October) are available by calling the Statistics Canada reference center in Quebec at 514-283-5725. If you are in Canada, the toll-free number is 800-361-2831.

Order publications from: Statistics Canada, Publications Sales and Service, Ottawa, Canada K1A OT6.

--Doris Walsh

COMING UP

City profile--Lima, Peru

1986 Cumulative Index--indexes all articles and major book reviews appearing this year.

TIPS ON T R A D E

Real Log Homes, Inc. enters Japanese market

Can you picture two-story gambrel-roof log cabins silhouetted against Japan's misty peaks? Real Log Homes, Inc. of Missoula, Montana could, and so did a sufficient number of Japan's latest wave of urban escapees to convince Real Log Homes to go East.

Capitalizing on the Japanese urbanites longing for weekend retreats in Japan's mountain country and rising income levels, Real Log Homes entered the Japan External Trade Organization's Made in USA Fair and found a ready market for their products. Pre-cut log homes hold a rustic appeal for many Japanese as well as an economical price tag in contrast to typical Japanese housing.

Many mid-sized Japanese companies build special retreats in the mountains for their employees as a perk for company employment. These *bassho* offer all the amenities of city life in a rustic setting with dormitory-style lofts where groups can sleep on fold-up bedding placed on the floor at night. Bedding can then be stowed in closets for daytime hours. Pre-cut log homes are especially suitable for this kind of lodging where space and economy are major requirements.

Real Log Homes, the largest seller of pre-cut homes in North America, just may find a home in the East.

Source: *JETRO Monitor*, August 1986.

Business Week to publish magazine for Chinese leaders and execs

A media-hungry Chinese business community is about to get full fare. In a joint venture with the China Foreign Economic Relations and Trade Publishing House, *Business Week* will publish a monthly Chinese business magazine, *International Business and Management.*

Aimed at Chinese business people and government leaders, circulation will start at 25,000. The first issue is to appear in December 1986. It will consist of articles translated from *Business Week*, *Business Week International*, and *International Management*, all McGraw-Hill publications.

"Initially, *International Business and Management* will consist of 63 editorial pages and 21 advertising pages per issue," stated Earl S. Moore, Jr., vice president and director, international publishing, for *Business Week* and *International Management.*" Only full-page ads are being accepted and there has been considerable interest in this new magazine from many international advertisers."

Macintosh Plus with Kanji/Talk on Japanese market

Already a success in France, internationally minded Apple Computer, Inc. is ready for a go in Japan. *Waa-Puro* (word processor) crazy Japanese, used to home-grown brands, are ready for the Mac's famous easy-to-use, yet powerful features.

Except for the new keyboard displaying 50 Japanese phonetic symbols, the Mac's outward appearance is unchanged. The new operating system, Kanji/Talk, allows users to access the three traditional Japanese alphabets as well as English letters, according to Apple.

Source: *Infoworld*, May 26, 1986

TIPS ON TRADE

Japan's Famicon Fever

Move over Hello Kitty. You too Ultraman. Famicon, Japan's new high-tech sensation, is now the most popular toy ever to be made in Asia's electronics wonderland.

With over 7 million of these TV game computers sold since 1983, Nintendo Company is racing to keep up with demand, while other manufacturers crowd the market with look-alikes trying to cash in on what's being called the "Famicon (family computer) phenomenon."

Famicon costs about $82. Software is sold separately in plug-in cartridges and magnetic disks. Nintendo's best-selling game, "Super Mario Brothers," netted the company about $68 million and spawned a best-selling book *How to Win at Super Mario Brothers*.

Why such a smash? Industry analysts in Japan feel that Famicon's appeal comes from users feeling in command while being challenged to perform. Users tend to be children between the ages of 7 and 15.

Nintendo intends to keep challenging its customers as they age. Its next step is to network its over 6 million users to a central computer over telephone lines for a full range of new media services.

Big Blue Beats Japanese Giants

A survey of 1,500 Japanese companies found IBM's model 5550 favored over Fujitsu's 9495 series and NEC's 9800 series. Big Blue now holds a 24 percent share of the PC market in Japan.

The survey also found that experimentation with different brands of computers is waning in Japan. Of the companies surveyed, 71 percent were using only one type of computer, as compared with about 42 percent last year. *Source: JETRO*

Resultats Generaux--Age, sexe, etat civil (marital status), nationalite et menages (households) treats these categories from the national to commune level. It costs 200 BF, or about $4.50.

Resultats Generaux--Logements: The same approach as above for housing. It costs 300 BF, or about $6.60.

Enquete sur les Budgets des Menages 1978-79: Published in 1984, this study gives some insight into household budgeting for the country as a whole, and includes statistics by dwelling size and number of working heads of household. It costs 300 BF, or about $6.60.

Perspectives de Population, 1981-2025 projects Belgium's declining population trend over the coming four decades according to age by regions, including that of Brussels. It costs 300 BF, or about $6.60.

INS also publishes an exhaustive statistical yearbook, *Annuaire statistique de la Belgique*, the most recent one being for 1984 at 900 BF, or about $19.80, and a 228-page paperback version, *Annuaire statistique de poche*, an excellent summary of vital statistics. It costs 160 BF, or about $3.50. An eight-page pocket-size statistical overview is free--as is the INS catalog giving prices for additional census documents and a wide range of other publications. Contact the Brussels office INS by phone at (02) 513 96 50.

The monthly *Bulletin of the Banque Nationale de Belgique* provides a well-documented running tabulation on the country's economy, including relevant demographic data. Of superb quality, it can be obtained by annual subscription (1,450 BF, or $32 by air; 650 BF, or about $15, by surface) or by the number (145 BF, or about $3; and 65 BF, or about $1.50). Write to the bank at boulevard de Berlaimont, 5, B-1000 Brussels.

An amply documented 75-page statistical study of the Brussels region is published by Agglomeration de Bruxelles, Service de Documentation, rue de la Loi, 15, Bte No. 101, B-1040. Write concerning current availability and cost.

"Europe's Population--Major Trends and Implications," issued by the Conference Board in Europe, is useful despite its 1980 publication date for the trends it spots in Belgium and the comparisons it makes with 15 other countries. Copies are available from the Board's New York City or Ottawa offices, or write the Brussels office at avenue Louise, 326, Bte 48, B-1050.

The French-language daily *Le Soir* published four articles during the summer of 1982 looking into initial results of the previous year's census. The series at 64 BF, or about $1.50, plus postage is available from the newspaper's back-number service at place de Louvain, 21, B-1000 Brussels.

The Belgian-American Chamber of Commerce, 50 Rockefeller Plaza, New York, NY 10020, in previous years has published a directory of more than 1,500 U.S. companies doing business in Belgium. Ask, too, about the monthly *Belgian-American Trade Review*.

In addition to the substantial business and general-interest press--in some cases publications offer separate editions in French and Flemish--the large English-speaking community supports *The Bulletin*, a general-interest weekly, and a newer sister monthly, *Prospects*, focusing on Belgian business. Annual introductory subscription for the former is 1800 BF, or about $40, and for the latter 800 BF, or about $18. Write to Ackroyd Publications, avenue Louise, 382, B-1050 Brussels.

The Comite Belge de la Distribution, rue Marianne, 34, B-1180 Brussels, can furnish specific trade information. An annual survey of Belgian media is compiled by the Centre d'Information sur les Media, Galerie Agora, bureau 110, rue Marche aux Herbes 105, bte 6, B-1000 Brussels. *--Peter Inserra*

DESKTOP DEMOGRAPHICS

Demo-graphics

This is the first in a series of reports that review and examine new personal computer products for displaying and analyzing international demographic data.

Hit a few keys on your IBM PC or Apple and see Sweden's age structure in 1985. Hit a few more and see it in 2025, or compared to Brazil's age structure.

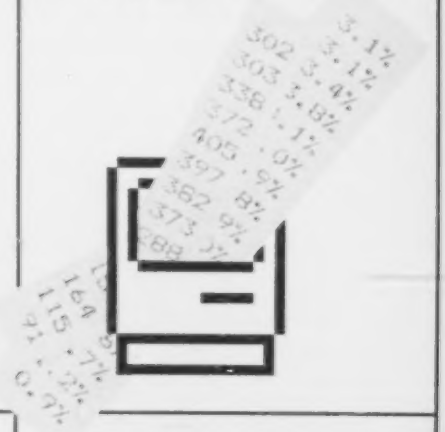
Demo-graphics is a program that projects population for 146 countries from 1975 to 2125. The software and data are on one floppy disk. The program is menu-driven and almost self-explanatory.

You can display population pyramids of one or two countries, rectilinear line graphs of various demographic indicators for one or two countries, and sequential line plots showing several projection series for one country.

Demo-graphics has built-in assumptions that produce the projections, but you can change them to see what alternative scenarios hold in store for different regions. You can change seven assumptions for any five-year period from 1975 to 2125--total population, age-specific fertility and mortality rates, age groups, total fertility rate, infant and child mortality rates, and life expectancy at birth. In most cases, you have to enter the data by sex.

The program has room for 78 extra "countries," which you can add yourself. These can be any geographic area, of course, such as states or cities. To create a new country, you have to enter the total male and female population, percent males and females in each five-year group, age-specific mortality rates for men and women, the sex ratio at birth, and age-specific fertility rates for women aged 15-44. If you don't have the data for a region, you can copy one that is similar to it and change the data according to what you do know. For example, you could assume that a state's fertility and mortality rates are the same as for the country as a whole and edit only the population and age distribution data that you can obtain.

Demo-graphics is published by COMPress, P.O. Box 102, Wentworth, NH 03282. It costs $95 and runs on an IBM PC or compatible with 128K RAM. An Apple version is available for $85 from CONDUIT, P.O. Box 388k, Iowa City, IA 52244. •



FEATURE

Canadian smokers

One in three Canadians smokes daily and an additional 3 million non-smoking adults live with someone who smokes. That adds up to nearly half of the Canadian population breathing smokey air at home and work.

Canadian men are more likely than women to smoke at all ages, except for ages 15 to 24. Thirty percent of women aged 15 to 24 smoke daily, compared to 27 percent of men.

These findings are based on preliminary data from Statistics Canada's new annual General Social Survey. The first GSS, conducted in September 1985, collected data on adult health and social support for the elderly. About 11,000 people aged 15 and over from 11 provinces were interviewed.

Despite bad news on smoking adults, four out of five Canadians describe their health as "excellent" or "good." In addition, the same proportion of Canadians drink alcoholic beverages as in 1978. Sixty-three percent drink alcohol at least once a month, with men at all ages more likely to do so than women (74 percent versus 53 percent).

Elderly Canadians are a spry lot, according to survey findings. Only one in ten of the over 65 set said their health was "poor." About one in six provide such services as babysitting or transportation outside their own household. Of those over 55 who were not institutionalized, most were able to carry out daily activities such as light housework and grocery shopping. However, heavy housework and yard work were no-no's for 3 out of 10 in the over-55 set.

For more detailed information on the 1985 GSS, contact Janet Hagey (613-991-2572) or Gareth Jones (613-990-9293) at Statistics Canada's Housing, Family and Social Statistics Division. A detailed report on the first GSS is to be released in February 1987. A set of preliminary tables and a public-use microdata file are now available. •

FEATURE

Hot new business fields in Japan

What do such odd-sounding ventures as rental color labs, capsule hotels, and bedtown bars tell you about up-and-coming new businesses in Japan? Simply put, they fairly yell *service*-service tagged to the uniquenesses of life in Japan.

In what other country would you be offered a bed right in the bar where you'd spent a hard night drinking, at a price considerably lower than what you'd have to pay for taxi fare home? Since many white-collar workers go out with the boys after work and miss the last train home (a one-and-a-half hour ride on average), this service makes sense. So does do-it-yourself color processing labs for camera-crazies with no room at home for darkrooms.

Although many of Japan's hot, new business fields are exclusively home territory for Japanese marketers, others offer import opportunities for overseas business people. Here are a few of the fields for small business expansion chosen most-likely-to-succeed by Japan's *Kei-eisha Kaiho* (Executive Report) magazine.

At the top of the list of import possibilities is services to the elderly, followed closely by educational materials for *juku*, or cram schools. As a full command of written English is essential for success on college-entrance exams, this area provides excellent import opportunities. Services to and equipment for Japan's extremely popular athletic clubs is another good area. And, as catalog shopping is starting to show some long-awaited movement, this service area offers many opportunities for creative marketing of imported goods. Antiques, especially from abroad, offer another untapped area.

Kei-eisha Kaiho also mentions the fledgling express package delivery industry, dress re-making, house cleaning, house remodeling, 24-hour restaurants, movers, minitheaters, and information services.

PUBLICATIONS

Canadian Social Trends, Statistics Canada, Ontario, Canada, 1986.

Canadian Social Trends, Statistics Canada's new quarterly magazine, should do for marketers looking at our top export market's psychographics what *American Demographics* magazine does for marketers looking at the changing American lifestyle.

Canadian Social Trends identifies, describes, and interprets major social and demographic trends affecting Canadian society in a readable magazine format. Articles are written in non-technical language with easy-to-read charts and tables.

Article titles in the first issue include "Families: Diversity the New Norm" and "Changing Health Risks." Trend reports discuss Canada in the 21st century, foreign students, child care, births to unmarried women, and private education.

To order *Canadian Social Trends* (11-008E, 4 issues/$44), contact Publication Sales and Services, Statistics Canada, Ottawa, K1A OT6; telephone, 613-993-7276.

Market Research Handbook 1985-86, ISSN, 0590-9325, No. 63-224 (Annual), 1986, 838 pp., $75.00 in Canada, $90.00 elsewhere.

This annual Statistics Canada publication presents extensive economic and demographic data essential for planners in business and industry.

Data include selected economic indicators; government revenues, expenditures, and employment at all levels; trends in merchandising and services; population characteristics, personal income, and expenditures; and housing, motor vehicles, household facilities and equipment.

Fifty-five charts, 36 maps, and over 260 detailed tables make this annual publication a comprehensive reference volume.

Infomat, Statistics Canada, Ontario, Canada, 1986.

Statistics Canada's weekly review of the most important statistics of the week, *Infomat* , has a new design with easier-to-read tables and charts. The front-page Overview section gives you an idea of what's happening in Canada in one quick glance.

Articles cite the most recent economic and social data available, describe current trends, and point out significant changes. Regular features include a complete list of publications released by Statistics Canada during the week, a table of key economic indicators, and a list of upcoming data releases.

Order *Infomat* (11-002E--weekly, $3/$150) from Publications Sales and Services, Statistics Canada, Ottawa, Ontario, K1A OT6. Send money order or check payable to the Receiver General for Canada.

For Our Subscribers

Special 125-page December Issue The December issue of *International Demographics* will be a reference volume updating demographic information on 50 of the best potential markets for consumer goods and services. It will appear annually, updating information we have been providing throughout the year. The annual index will appear in the Nov. issue. Your comments are always welcome.

FEATURE

London boroughs-- future winners and losers

Greater London may be losing population as a whole, but the future for some boroughs is anything but bleak. Recently released projections for population growth in the boroughs of London can give you a good idea of the winners and losers in and around the city of London.

Greater London and the metropolitan counties all have projected population declines for the period 1983-91. The large annual population losses from Greater London, particularly the Inner London boroughs, however, are expected to continue slowing--a trend begun in the late 1970s and early 1980s. Moderate population losses of about 2.5 percent are projected for Inner London, while Outer London holds steady with a minimal 0.2 percent increase projected.

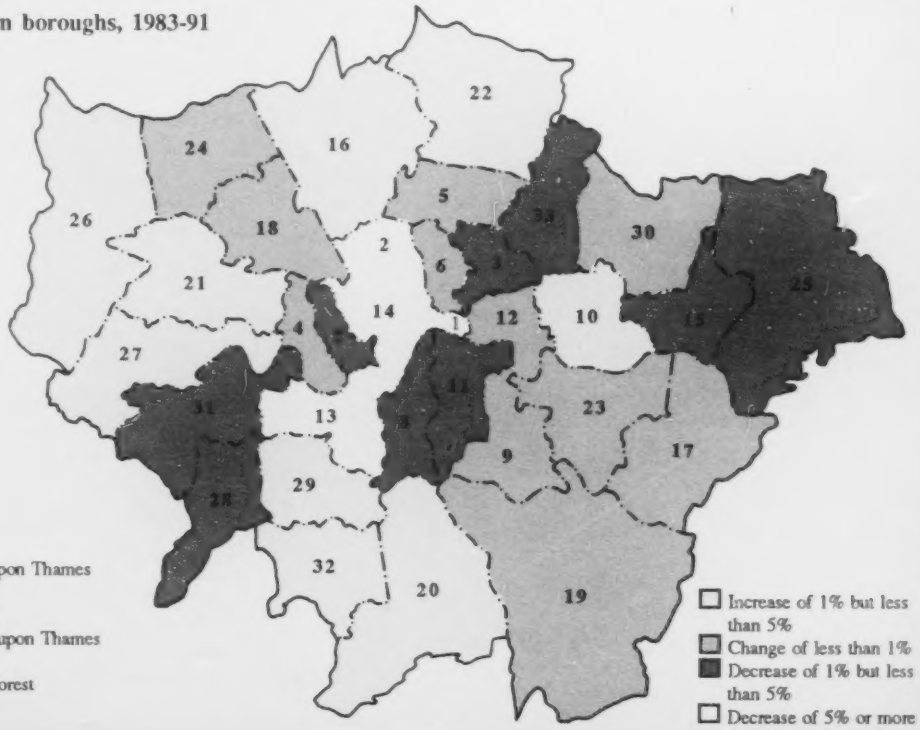
The boroughs of Westminster, Camden, and Wandsworth are the projected heavy losers in the period 1983 to 2001. The population of Westminster is projected to decline by nearly 10 percent in the period 1983 to 1991, continuing its decline to 2001, decreasing by a total of 14.5 percent. Camden follows a similar pattern, declining by 7.4 percent by 1991 and by 12.1 percent by 2001. Wandsworth is to lose nearly 6 percent of its population by 1991, almost doubling its loss by 2001 to nearly 11 percent.

On the other hand, winners include Newham, Merton, Sutton, and Barnet, with rapid population rises expected between 1983 and 1991 with a continuing trend in growth to 2001. Newham, which grew just under 1 percent from 1983 to 1986, is expected to increase by 7.8 percent during the period 1983 to 2001. Merton gains a total of 5.1 percent by 2001; Sutton, 6 percent; and Barnet, 5.5 percent.

More detailed projection information is to be released by Great Britain's Office of Population Censuses and Surveys in their publication *Population projections: area 1983-2001*, Series PP3 no. 6. Projections for the period 2002 to 2011 are available upon request. Contact Regional Demography Unit, Office of Population Censuses and Surveys, St. Catherines House, 10 Kingsway, London WC2B 6JP; telephone, 01-242 0262, extension 2180.

Projected change in London boroughs, 1983-91

1. City of London
2. Camden
3. Hackney
4. Hammersmith and Fulham
5. Haringey
6. Islington
7. Kensington and Chelsea
8. Lambeth
9. Lewisham
10. Newham
11. Southwark
12. Tower Hamlets
13. Wadsworth
14. City of Westminster
15. Barking and Dagenham
16. Barnet
17. Bexley
18. Brent
19. Bromley
20. Croydon
21. Ealing
22. Enfield
23. Greenwich
24. Harrow
25. Havering
26. Hillingdon
27. Hounslow
28. Kingston upon Thames
29. Merton
30. Redbridge
31. Richmond upon Thames
32. Sutton
33. Waltham Forest



Source: *OPCS Monitor*

REGIONS

EUROPE

One-parent families up in the United Kingdom

As in all European Community countries, the number of one-parent families has risen sharply in England. Lone-parent families have doubled since 1961 in England.

The increase during the 1970s in families headed by a lone parent continues in the 1980s. From 1982 to 1984, 13 percent of all families with dependent children were headed by a lone parent, compared with 8 percent from 1971 to 1973, nearly a two-thirds increase.

Families headed by a lone father remained stable over the period, however. The proportions of single and of divorced lone mothers more than doubled, with no change in the proportions of widowed or separated lone mothers.

A recently released report on social conditions by a European Community commission estimates that one in every 12 European children lives in a single-parent family.

In West Germany alcohol abuse still no. 1

One and a half million West Germans are alcoholics, according to a report issued by Health Minister Rita Sussmuth. This finding comes as average consumption of pure alcohol is decreasing, from 12.7 liters per person in 1980 to 11.1 liters in 1985.

Of other drug abusers, 50,000 West Germans are drug addicts, and a further half million abuse medicines. An estimated 10 percent of youths under 24--about 1.1 million--have tried drugs at least once.

11 million West Germans work for mid-sized firms

About half of all West German workers are employed in middle-sized firms, according to a survey conducted by the West German business magazine *Impulse*.

The first study of its scope in over 10 years, the survey also found that medium-sized firms produced nearly half the business volume of West Germany's private sector in 1984. The average mid-sized firm employs 11 people, with 77 percent employing 10 or fewer, the study concludes. Service firms employ an average of 4 employees; manufacturing firms, 17. Ninety-one percent of West Germany's mid-sized businesses do not export, the survey states.

Government worried over future of social security system

With the West German birthrate the lowest in the world for almost 16 years, the government expects serious consequences for the social security system as the age-dependency ratio worsens.

According to the latest estimates, by the year 2000, West Germany's population will decrease to 54.9 million, down from its current 60.7 million, with the population rapidly graying. To mitigate this trend, and maintain the current population level, some 850,000 children must be born annually, according to the Minister of the Interior Friedrich Zimmermann. In 1985, 584,000 children were born.

Families by type, and for lone mothers, by marital status: 1971-1984 (in percent)

Families with dependent children*							
Family type	1971-1973	1973-1975	1975-1977	1977-1979	1979-1981	1981-1982	1982-1984
Married couple**	92	91	90	89	88	87	87
Lone mother	7	8	9	10	10	12	12
Single	1	1	2	2	2	3	3
Widowed	2	2	2	2	2	2	2
Divorced	2	3	3	4	4	5	5
Separated	2	2	2	2	2	2	2
Lone father	1	1	1	1	1	1	1
All lone parents	8	9	10	11	12	13	13
Base = 100%	14,105	13,655	13,972	13,178	12,984	11,540	10,460

* Dependent children are persons aged under 16, or aged 16-18 and in full-time education.
** Including married women whose husbands were not defined as resident in the household.
Source: *OPCS Monitor*

More money for saving and spending

Private consumption is expected to rise as West Germans enjoy decreasing taxes, increasing employment, and higher wage settlements, according to Bonn's Bundesbank Report.

Net income for households increased more than four percent in the first quarter of 1986, the report states. Falling oil prices are largely responsible for the saving of DM 15 billion for private households.

Joblessness in the European Community

Jobless persons in the Community of Twelve numbered 16 million in April 1986--a drop of over 360,000, due largely to seasonal factors. Men gained the most, registering a 3.4 percent fall in unemployment. Particularly large falls were seen in Denmark (-16.7 percent) and West Germany (-14.3 percent).

Overall since 1985, the number of unemployed men has fallen by -0.2 percent. Member states show considerable variation, however, with Italy registering a 9.4 percent *increase* in the number of unemployed men as compared to Denmark's 21 percent *decrease*, Belgium's 15.4 percent decrease, Luxembourg's 11.8 percent fall, and West Germany's 8.2 percent decrease.

Women, however, have fared poorly. Over the past year, the number of women registered as unemployed has risen 5.2 percent, following large rises in Spain (12.6 percent) and Italy (8.6 percent).

NORTH AMERICA

2.7 million Canadians have some level of disability

Sixty-six percent of disabilities reported by adults in Statistics Canada's Health and Disability Survey 1983-1984 are associated with mobility and body movement; 22 percent are related to hearing and seeing.

Four percent of those aged 15 to 24 reported a disability, compared to 39 percent of those aged 65 and over. Six percent of those aged 14 and younger--a total of 302,000 children--were identified as disabled.

Over 40 percent of disabled persons aged 15 to 64 are employed, compared to 67 percent of the non-disabled population.

Diseases of the musculoskeletal system and connective tissue, arthritis and rheumatism, and hearing disorders most frequently cause disability for Canadians.

Many disabled Canadians are in need of aids to help them cope with their disability. About 85,000 need special features such as ramps or elevators; about 120,000 need such mobility aids as handrails in their homes. Over 80,000 hearing-impaired Canadians need hearing aids, and 20,000 need a pair of glasses.

For more detailed information, order *Report of the Canadian Health and Disability Survey*, 1983-84 (82-555E, $15), from Publication Sales and Services, Room 1710, Main Building, Statistics Canada, Ottawa K1A 0T6, Canada; telephone, 613-993-7276. For information over the phone, call Ed Praught in the Health Division at 613-990-8575.

Canada's population increase continues to slow

Canada's population slowdown which began in the 1960s continues in 1986, with 232,000 more people recorded in April, 1986 than a year earlier. This 0.9 percent rise--bringing the population to an estimated 25,551,200--is the smallest percentage increase in the last 50 years.

Canada's average annual rate of population increase has decreased from 2.7 percent in the 1950s to 1.8 percent in the 1960s and 1.2 percent in the 1970s. The first five years of the 1980s saw only a 1 percent average annual rate of population increase.

The main factor underlying the slowing trend, particularly in the 1960s, was a falling birthrate. Slowed population growth in the 1980s, however, is due primarily to reduced immigration.

CENTRAL AMERICA

Mexico's labor force

Absorbing those born before falling fertility rates started to decrease the numbers of those entering the labor force is an ongoing problem for Mexico. Despite a projected increase in the number of jobs, there will be more unemployment and underemployment as 700,000 to 800,000 young people look for work each year.

The labor force is projected to increase rapidly at least until 1989, with a growth rate that will not slow significantly until the year 2000. Mexico's previous high birthrates gave rise to a classic case of demographic momentum in which the economically active population grows faster than the total population for some time. At present, while Mexico's total population increases at 2 percent a year, the labor force increases at 3.4 percent. Job creation for Mexican industry, therefore, will be an enormous task.

At present, the Mexican labor force is estimated at about 24 million--about 30 percent of Mexico's current 82 million people. Unemployment represents about 3.5 million; some 40 percent of the 20.5 million employed are considered underemployed or as holding informal jobs. People holding regular jobs number about 11.5 million, of which 4 million are employed by the government. The productive economy accounts for only 7.5 million, 5 million of which are employed in industrial jobs, the rest in services and primary activities.

Source: Pop. Reference Bureau, Inc.

Yuppie haven?

Take a closer look at small-area data for Old Montreal

Small-area data can be just what you need to avoid costly business mistakes. But it also can lead to mistaken and costly conclusions if quick judgments are made.

Take the case of Montreal's census tract number 55--the principal census tract in what is known as Old Montreal, the area of the city that was the site of the first permanent settlement in 1642. Using two summary volumes from the 1981 census, we explored the demographics of Old Montreal, first looking at the numbers and then figuring out what they told us about the consumers who live there. Digging beyond surface appearances turned up some surprising and important findings.

Old Montreal is a favorite tourist attraction. Renovation and restoration of the area began in the early 1960s, and it has been expanded to include the waterfront and historic buildings that are protected from further demolition. The area is home to several museums, Notre-Dame Cathedral, restaurants, bars and jazz clubs, boutiques, and art houses.

A first look at the numbers told us this about the residents of Old Montreal. In 1981, census tract 55 had 1,015 residents. Of those, 530 were men and 485 were women. Few children lived in census tract 55--fewer than 50, in fact. Of the residents over the age of 15, 44 percent were single, 40 percent were married, and 15 percent were widowed or divorced.

In this predominantly French area, French was the mother tongue of 69 percent of the residents, but the same percentage claimed both English and French as their official language.

The majority of the residents were natives of Quebec province. They were extremely well educated. Nearly 40 percent had a university degree, and 51 percent had at least attended university.

Moreover this was a white-collar area. Seventy-two percent of the men were in professional, managerial, artistic, or religious occupations, and 46 percent of both men and women were in the community, business, or personal service industries.

And except for a high proportion of singles--44 percent of people over age 15 had never married--the area was one of two-paycheck, husband-wife couples. Forty-one percent of the people over age 15 were married, and 89 percent of the families were husband-wife families. More than three-quarters of the husband-wife families were childless, and more than 50 percent of the wives worked outside the home.

Our natural instincts told us that this area was a "yuppie" section of Montreal. After all, young, single professionals seemed to dominate. Then we continued to examine the data.

One thing stood out. Of 375 employed men, 41 percent were in "technological, social, religious, artistic, and related occupations." In most other census tracts surrounding tract 55, it was more like 14 percent of men in those occupations. In Montreal as a whole, only 9 percent of employed men were in those occupations.

These data set us thinking. We explored further to learn that there is a large religious community in the census tract which contributes to most of the factors noted earlier. The religious community was responsible for the large percentage of men between the ages of 25 and 34, the high educational levels, the small number of children, and the high proportion of people who speak both French and English, even though natives of Quebec province dominated the census tract.

A first look at this census tract would tell a site locator that it could be a good site for a jazz club, a book store, a classy restaurant, or a take-out restaurant with "gourmet-style" food. And because it is an important tourist area in Montreal, the club, an appropriate book store, or a restaurant might do well. Whether a take-out restaurant would work, given the small population in the neighborhood and the fact that the members of the religious community may have access to their own food services, would depend on further investigation.

As in the case of Old Montreal, you can learn a lot by closely examining small-area data, but thinking analytically about the numbers can help you avoid quick, expensive, conclusions.

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